Kickstarter Projects Analysis: Insights into Campaign Success and Failure

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Introduction:

This project aims to analyse Kickstarter project data to identify patterns behind successful and failed campaigns. As a data analyst at a startup, our goal was to extract actionable insights that would help the product team determine which types of projects were likely to succeed and which ones were likely to fail. By combining SQL data extraction, filtering, and conditional logic, we provided the team with clear recommendations for their campaign strategy.

Analysis & Approach:

1. **Understanding the Database Schema:**
   We first explored the `ksprojects` table using `PRAGMA table_info` to understand data types and available columns. This ensured our analysis would use the most relevant fields: `main_category`, `goal`, `backers`, `pledged`, and `state`.

2. **Initial Data Extraction:**
   We selected key columns and examined a sample of rows to familiarise ourselves with the data and identify patterns in funding and backers.

3. **Filtering by Project State:**
   To focus on projects that failed, we filtered for states `'failed'`, `'cancelled'`, or `'suspended'`. This allowed us to examine potential reasons for campaign failure.

4. **Filtering by Quantitative Criteria:**
   We further filtered projects to include only those with at least 100 backers and at least $20,000 pledged, focusing on campaigns significant enough to be actionable.

5. **Ordering and Calculating Funding Percentage:**
   We calculated the `pct_pledged` for each project (`pledged/goal`) and ordered results by `main_category` and `pct_pledged` to identify high-risk campaigns and trends by category.

6. **Applying Conditional Logic:**
   Using `CASE` statements, we categorised projects as `'Fully funded'`, `'Nearly funded'`, or `'Not nearly funded'`. Observations from this analysis revealed that most failed

campaigns did not meet their funding goals, even when they had sufficient backers.

7. **Exploring Additional Insights:**
   We also investigated subsets of successful projects, such as the `'Food'` category, to provide examples of campaigns likely to succeed. This approach can be expanded to other categories for predictive insights.

Conclusion:
This analysis provides the startup team with actionable insights into which Kickstarter campaigns are likely to fail and which categories may succeed. By examining project state, funding percentage, and backer numbers, the team can focus resources on viable projects and refine campaign strategies for better outcomes. The SQL queries used are modular, reproducible, and ready for further exploration, such as building summary tables or visualisations.